## **ABSTRACT OF THE DISCLOSURE**

A viscous fluid, such as heavy crude oil which is too viscous to enable it to be pumped from a flowing phase of a reservoir into and along a pipeline for delivery to a refinery or other storage facility, may be contacted with a formulation to reduce its viscosity. The formulation comprises a polymeric material AA which includes -O-moieties pendent form a polymeric backbone thereof and said material is optionally cross-linked. In one embodiment, the formulation may comprise polyvinyl alcohol. In an alternative embodiment, the formulation may comprise a cross-linked polymeric material, such as cross-linked polyvinyl alcohol. After the viscous composition has been transported to a desired location, it may be separated from the other components.